

RHETORICAL FIGURES IN STARBUCKS ADVERTISEMENTS

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ABSTRACT

Iklan adalah salah satu bagian dari media massa yang bertujuan untuk mempromosikan atau menarik perhatian konsumen terhadap produk yang diiklankan. Iklan sendiri memiliki banyak jenis seperti iklan majalah, iklan di dalam media sosial, iklan menggunakan *billboard*, dan sebagainya. Di samping itu, iklan dibuat sedemikian rupa dengan menempatkan komponen-komponen menarik di dalamnya seperti penggunaan komponen visual yaitu gambar, warna, tata letak, dan lainnya. Tak kalah penting, iklan juga menggunakan fitur-fitur bahasa untuk membuat iklan semakin menarik. Dalam bidang Linguistik, penggunaan bahasa di dalam iklan tersebut dikaji melalui ilmu Stilistika. Salah satu teori yang tercakup di dalam ilmu stilistika yaitu *Rhetorical Figures*. Analisis ini sendiri menggunakan teori *Rhetorical Figures* untuk menganalisis sembilan data iklan Starbucks. Berdasarkan hasil penelitian tersebut, dapat disimpulkan bahwa *rhetorical operation* yang paling banyak digunakan dalam iklan Starbucks adalah pengulangan. Pengulangan ini digunakan untuk memudahkan konsumen mengingat produk tersebut dan menghasilkan fungsi persuasif terhadap konsumen untuk menarik minat konsumen membeli produk tersebut.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertisements in different forms are very common nowadays; people can find it anywhere. An advertisement is “the act of advertising a product through a picture, short film, song that tries to persuade people to buy a product or service, or a piece of text that tells people about a job, etc.” (Cambridge Online Dictionary, n.d.). Advertisements come in different forms especially in today's modern world, from the printed ones found on the walls or large billboards on the streets to the ones posted online on various social media platforms (LaMarco, 2018). The main function of an advertisement, as is mentioned in the definition, is to reach a certain target audience and persuade them to buy some products or service which is advertised. In order to achieve its function, an advertisement has to be interesting and able to attract people's attention. Relating to this, an advertisement usually has several elements that can help enhance its persuasive functions to its target audience.

Advertisements usually consist of two main elements: the visual and textual elements. The visual element includes the pictures, colors, layouts, and font types and sizes. Good advertisements have a visual impact on their audience (Emma, 2019); this is due to the fact that we live in a visual world. The visual element of an advertisement helps the producer to convey the overall message to the reader and make the reader react to it. The textual element of an advertisement is language. Even though often considered as a secondary element in an advertisement, language plays an important role in imparting the intended message of an advertisement to the reader. The use of language in an effective and differentiated way will result in effective persuasion so that the customers will interest in the product or service advertised (Pizzaro, n.d.). The consumer's or reader's awareness of an advertisement's purpose depends on what words, tenses, or rhetorical figures are used (Pizzaro, n.d.), which is usually styled differently from one advertisement to another.

This style of language use in advertisements can be analyzed by using the branch of linguistics which is Stylistics. Stylistics is a linguistics study of different expressions in language; it also analyzes the effect and the purpose of the expression variety (Hashim, 2017). It discusses the use of language such as the construction of words, grammatical forms, and sounds. In general, Stylistics is used for explaining particular choices in the use of language; one of them is the use of rhetorical figures.

Rhetorical figures are a branch of Stylistics in which language is used not in the expected ways but in a way that deviates from the rules to create something artistic that is memorable, and in turns, will support the persuasive function.

Rhetorical figures consist of a number of features. They are specifically divided into the categories of scheme and trope. In scheme there are repetition and reversal whereas in trope there are substitution and destabilization. Scheme deals with word order, sentence construction, and sound rather than the meaning of words (McQuarrie & Mick, 1996, p. 427) whereas trope is the use of a word, phrase, or image in a way not intended by its normal signification (Rhetorica, n.d.). Rhetorical figures themselves are often used in advertisement.

One of the producers that use the rhetorical figure in their advertisements is Starbucks. Starbucks itself is an American company which is claimed as the largest coffee-house chain in the world (Bondarenko, n.d.) with around 29,324 coffee shop chains (Lock, 2019). It has 87,000 different drink combinations and it will keep increasing as they are always innovative. It is because Starbucks has a number of attractive taglines that capture people's attention through the rhetorical figures used within it. Hence, I would like to know what rhetorical figures are used in Starbucks' advertisements and how does it support the persuasive function in the advertisement.

The aim of the thesis is to find out the rhetorical figures used in Starbucks advertisements. The other aim of the thesis is to find how the rhetorical figures support the persuasive function in Starbucks advertisements. It is analyzed by using the theories and relates it to the product being advertised.

In conducting this analysis, I hope that this analysis can be of great use to the betterment of knowledge in linguistics, especially concerning the rhetorical figures in the world of advertisement.

1.2 Statement of the Problem

Based on the background of the study above, two statements of the problem are formulated as follows:

1. What types of rhetorical figures are used in Starbucks advertisements?
2. How does the rhetorical figures support the persuasive function in Starbucks advertisements?

1.3 Purpose of the Study

The statement of the problem above leads to the purpose of the study which are:

1. to find out the types of rhetorical figures used in Starbucks advertisements.
2. to find out how the rhetorical figures within the advertisements support the persuasive function in Starbucks advertisements?

1.4 Organization of the Thesis

This thesis is divided into five chapters. Chapter One consists of Background of the Study, Statement of the Problem, Purpose of the Study, and Organization of the Thesis. Chapter Two is Literature Review, comprising the theories to analyze the data along with a selected previous study to support the analysis. Subsequently, there is Chapter Three, which is Methods of Research.

Chapter Four is the chapter of data analysis. Chapter Five contains the conclusion of all the analysis. This thesis ends with References and Appendices.



CHAPTER TWO

LITERATURE REVIEW

This chapter discusses the theories used to analyze the rhetorical figures in Starbucks advertisements. The theories of rhetorical figures by McQuarrie and Mick (1996) and Robert Harris (2010) are used to support the analysis of the data. This chapter will begin by the explanation of Stylistics, and ends with the discussion of the previous study from Hsin-Chi KO's "Application of Rhetorical Devices in Advertising and Marketing in a Popular Magazine" (2015).

2.1 Stylistics

Stylistics is a branch of linguistics. Stylistics is a linguistics study of different expression in language and it also analyzes the effect and the purpose of the expression variety (Hashim, 2017). Stylistics discusses the use of language such as the construction of words, grammatical forms, sounds. There is one of stylistics features which is rhetorical figures.

2.2 Rhetorical Figures

McQuarrie and Mick (1996) state that a rhetorical figure is "an artful deviation". It means that the expression deviates from the expectation and the deviation occurs on the level of form rather than meaning. A rhetorical figure is used to get several purposes and effects. One of its purposes is to motivate the potential reader to start reading a headline, finish it or continue to read the rest of the advertisement (McQuarrie & Mick, 1996, p. 427). There are two categories of rhetorical figures which are scheme and trope.

2.2.1 Scheme

According to McQuarrie and Mick (1996, p. 427), the scheme deals with the word order, syntax letters (sentence construction) and sound rather than the meaning of the words. It means that it focuses on word construction rather than its meaning because the meaning will not be changed in the scheme category. The scheme represents the deviation from the common order of word or phrase. There are two rhetorical operations in the scheme category which are repetition and reversal.

2.2.1.1 Repetition

"Repetition is the rhetorical operations that combine multiple instances of elements of expression without changing the meaning of the elements." (McQuarrie & Mick, 1996, p. 429). In other words, repetition is the rhetorical operation that

repeats the same words or phrases a few times to make it memorable and clearer. There are several types of rhetorical operations from repetition.

a. Alliteration

Alliteration is the repetition of three or more consonants (McQuarrie & Mick, 1996, p. 428). Alliteration appears only at the beginning of words or at the beginning of a stressed syllable ("Alliteration", n.d.).

For example: No one **k**nows the land like a **N**avajo. (McQuarrie & Mick, 1996, p. 430)

There is a repetition of consonant sound /n/ in the example above. It is used to emphasize that only a few people know the beautiful Navajo land.

b. Assonance

Assonance is a rhetorical figure which repeats three or more of the vowel (McQuarrie & Mick, 1996, p. 430). It can appear anywhere.

For example: The **e**ngineer held the **ste**ering to **ste**er the vehicle. ("Assonance", n.d.)

Assonance in this example is used to emphasize that the engineer takes handle of the steer to steer the vehicle.

c. Consonance

Consonance refers to the repetition of consonant sounds in nearby words. The repetition can appear anywhere in the words ("Consonance", n.d.).

Example: “All’s well that ends well.” (“Consonance”, n.d.)

In the example above, there is a repetition of consonant sound /l/. That sentence is an idiom which means a situation that did not start in a good way has ended in a way that is satisfactory or pleasing (Macmillan Online Dictionary, n.d.).

d. Parallelism

According to Robert Harris (2010, p. 10), “parallelism is recurrent syntactical similarity, in which several parts of a sentence or several sentences are expressed similarly to show that the ideas in the parts or sentences are equal in importance”. In other words, parallelism means the repetition of words, phrases, or sentences using similar syntactical patterns. Parallelism helps to order, clarify, emphasize, and beautify a thought.

For example: Flying is fast, comfortable, and safe. (Harris, 2010, p. 10)

From the example above, there is a repetition of the grammatical structure of the adjectives “fast”, “comfortable”, and “safe”. It is used to emphasize that flying is not only fast but comfortable and safe as well.

e. Rhyme

Rhyme is a repetition of similar sounds that occurs between words or at the end of words to bring rhythm and a pleasing effect so that the text becomes memorable (“Rhyme”, n.d.).

For example: Performax protects to the max (McQuarrie & Mick, 1996, p. 430)

In the example above, there is a repetition of the similar sound of /s/ in the words *Performax*, *protects*, and *max*. Rhyme in this example is used to emphasize that the product *Performax* from Pennzoil Motor Oil can protect motor to maximum levels.

2.2.1.2 Reversal

McQuarrie and Mick (1996) state that a repetition of the original words, phrases, clauses into the reverse order is named as a reversal.

a. Antithesis

“Antithesis is a rhetorical device in which two opposite ideas are put together in a sentence to achieve a contrasting effect” (“Antithesis”, n.d.). Antithesis emphasizes the idea of contrast by parallel structures of the contrasted phrases or clauses. The structures of phrases and clauses are similar to draw the attention of the listeners or readers.

For example: We got hot prices on cool stuffs. (McQuarrie and Mick, 1996, p. 430)

There is an antithesis found in the sentence above as it uses the word *hot* and its opposite *cool*. It emphasizes that they got a very low cost for a very good stuff.

2.2.2 Trope

Trope is the use of a word, phrase, or image in a way not intended by its normal signification. The incongruity of trope focuses on the semantic aspects

("Rhetorica", n.d.). Apriyanti Munthe (2016, p. 166) states that "simply, it implies that trope is more to the content within the texts." The categorization of trope is based on the substitution of one meaning for another. There are two rhetorical operations in trope; substitution and destabilization.

2.2.2.1 Substitution

McQuarrie and Mick (1996, p. 432) state that substitution is the rhetorical operation that replace an expression with another expression that has a close meaning to the original word and the message recipient will have the same perception about the meaning. This means that substitution selects the suitable expression according to what the recipient understands to make the meaning easier to comprehend.

For example: Zareen have million things to do today.

In the example above, it simply means that Zareen has so many things to do. The substitution occurs in the replacement of the word "many" to the word million. People will have same perception about the meaning.

a. Hyperbole

McQuarrie & Mick (1996, p. 430) state hyperbole as an exaggerated or extreme claim. According to Robert Harris (2010, p. 39), hyperbole is effective as a table-thumping attention-getter. It is used to emphasize and to create an effect for catching the viewer's attention.

For example: Laser beams move at the speed of light. Fortunately, our engineers move somewhat faster. (McQuarrie & Mick, 1996, p. 430)

The fact that our engineers move somewhat faster than the laser beams that do at the speed of light shows the exaggerated claim that the engineers can move faster than the speed of light.

2.2.2.2 Destabilization

McQuarrie and Mick (1996, p. 433) state that "the rhetorical operation of destabilization selects an expression such that the initial context renders its meaning intermediate." It is different from substitution in which it uses a suitable adjustment to make the recipient get the meaning easier whereas destabilization relies on the message recipient to develop the implication.

a. Metaphor

A metaphor is a substitution that is based on an underlying resemblance (McQuarrie & Mick, 1996, p. 431).

For example: Say hello to your child's new bodyguards. (McQuarrie & Mick, 1996, p. 431)

The example above is the tagline of Johnson & Johnson Band-Aids (GH1). It shows that the product is substituted to "your child's new bodyguards".

2.3 Persuasive Function of Rhetorical Figures

The chosen words and techniques in the use of language can strengthen the sureness of potential buyers to buy an offered product so they may get what they are looking for, their needs and satisfaction may be fulfilled (Michalik, 2016). Based on it, every advertisement makes use of persuasion. Persuasion is about presenting information in appealing way and it is also about positioning idea, approach, or solution in a way that appeals to the people who are affected by it.

It relates to the use of rhetorical figures in which it is used to attract attention, persuade and convey the intended message to the message recipient. Urszula Michalik (2016) state that “copywriters use rhetorical figures, which are modes of persuasion used to reach and win customers as well influence their purchasing decisions”. Knowledge from a tagline such as how an offered product benefits the potential buyers is what advertising target to inform the potential buyers to know before they buy the product. According to Urszula Michalik (2016), “the purpose of rhetorical figures they employ in order to attract, interest and convince prospective customers about the features and benefits of advertised products”.

2.4 Hsin Chi KO’s “Applications of rhetorical devices in advertising and marketing in a popular magazine” (2015)

Hsin Chi KO uses rhetorical devices to examine its usage in advertising and marketing in a popular magazine. The study aims to identify and analyze the strategies of application of rhetorical devices to marketing from popular products especially in print media, namely the international magazine "with". It is done by

analyzing the numbers and types of applications of rhetorical devices related to the magazine, in the context of Asia, how rhetorical devices are applied in Asian culture.

The data comes from "with" international magazine from April 2014 edition and April 2015 edition. As a result, there are a total of 19 main rhetorical devices were found in the analysis. It includes imitation, antithesis, parallelism, rhetorical question, and hyperbole. Imitation is a rhetorical figure that is mostly used in the magazine. Imitation itself is a rhetorical figure which is paraphrasing the text of an original author (Nordquist, 2017).

From the explanation above, it shows that Hsin Chi KO's research only identify and group the data into certain categories without analyzing them deeper. It is the same as my study, which focuses on the rhetorical figures used in taglines. In this study, Starbucks advertisements are used as the data source. There are several taglines from Starbucks advertisements which contain rhetorical figures, chosen to be analyzed in this thesis. Different from Hsin Chi KO's research, this thesis analyses deeper the rhetorical figures found in the chosen tagline and it is related to the product being advertised. Besides, the persuasive function of the tagline is also analyzed.

(Word Count: 1779)

CHAPTER THREE

METHODS OF RESEARCH

This chapter presents the research design, data collection technique, framework for analysis, and data analysis.

3.1 Research Design

This research belongs to a qualitative descriptive method, which involves “gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection” (The Association for Educational Communications and Technology [AECT], 2001). The data used in this thesis, Starbucks advertisement taglines, are gathered based on the taglines’ use of rhetorical figures; afterward, the data are categorized before being described.

3.2 Data Collection Technique

Library research is the technique used in this thesis as it “involves a step-by-step process used to gather information in order to write a paper, create a presentation, or complete a project” (Rasmuson, 2018). The data for this analysis

are taken from the official website of Starbucks and other various websites. Moreover, to analyze the data, there are several information used from some sources to complete the data analysis.

3.3 Framework for Analysis

The objective of this thesis is to identify the type of rhetorical figures used in the advertisements and how they support the persuasive function of Starbucks advertisements. To do that, the theories of Rhetorical Figures (McQuarrie & Mick, 1996; Harris, 2010) are used. Both theories are first used to analyze what rhetorical figures the taglines belong to. Then, they are applied to classify the rhetorical figures found in the taglines into different main categories, that is scheme or trope. After the main classification is done, the data are further classified into either repetition or reversal (for scheme) or substitution or destabilization (for trope).

3.4 Data Analysis

In this analysis, Starbucks taglines are initially collected from the Internet and several suitable data for the analysis are selected. After getting the data, there is an identification process to find out what types of rhetorical figures are used in the taglines. For example, one of the chosen suitable data from the analysis is the advertisement of Starbucks' Christmas Tree Frappuccino "Take a Sip of Christmas Cheer, Starbucks Holiday Drinks are Here". The first step is to identify what rhetorical figures are used in this data and categorize them into rhetorical figures categories. In this data, three rhetorical figures are found, which are rhyme,

assonance, and consonance. Three of which can be categorized as scheme and included in repetition operation.

Moreover, the rhetorical figures found are defined in the analysis; a rhyme is a repetition of similar sounds occurring between words or at the end of words to bring rhythm and a pleasing effect so that the text becomes memorable ("Rhyme", n.d.). The rhyme in this data is the repeated sound /ɪə/ in the words *cheer* and *here*. According to *Oxford Online Dictionary* (n.d.), the word *cheer* means "a shout of joy, support or praise" whereas the word *here* means "in, at or to this position or place" or "now; at this point". By using a dictionary and the theory of rhyme, then it can be concluded that the producer wants to emphasize that people who want to be cheerful and happy at Christmas can have happiness "here" at Starbucks.

The step of the process of which rhetorical figures found in the analysis is the same as before. Firstly, the rhetorical figure is identified. It is assonance which repeats three or more vowels in nearby words (McQuarrie & Mick, 1996, p. 430). Assonance occurs in the words *sip*, *Christmas*, *holiday*, and *drinks* which is the repeated sound /ɪ/. According to *Cambridge Online Dictionary* (n.d.), the word *sip* means "to drink, taking only a very small amount at a time", the word *Christmas* means "25 December, a Christian holy day that celebrates the birth of Jesus Christ", the word *holiday* means "an official day when you do not have to go to work or school", the word *drinks* means "(an amount of) liquid that is taken into the body through the mouth". In the second rhetorical figure, the word where the assonance occurs is defined and related to its product. It results in the conclusion that the

producer wants to emphasize that people can enjoy the Christmas holiday by taking a sip of the drinks from Starbucks Christmas Tree Frappuccino.

Lastly, the rhetorical figure found in this advertisement is consonance. Consonance is a rhetorical figure which refers to the repetition of consonant sounds in nearby words and it can appear anywhere within a sentence or phrase (“Consonance”, n.d.). Consonance is found in this data in the repeated sounds /k/ and the repeated sound /s/. To find out the purpose of the producer to use the consonance /k/ and /s/, it can be related to what is being advertised. The consonance /k/ in the word *take* /teɪk/, *Christmas* /'krɪsməs/, and *Starbucks* /'stɑː.bʌks/ is used to persuade a customer to come to Starbucks to spend Christmas whilst the consonance /s/ in the word *sip* /sɪp/, *Christmas* /'krɪsməs/, *Starbucks* /'stɑː.bʌks/, and *drinks* /drɪŋks/ is used to persuade the customer to take a sip of Starbucks Christmas drinks. It goes in line according to Starbucks Secret Menu (2019) who states that “So, even though the weather outside may be frightful, the Christmas Tree Frappuccino is so delightful that you’ll have no place to go but your closest Starbucks to scoop one of these up!”.

Through the analysis, it can reach the conclusion that the producer wants people to focus on those words so that the customer may be persuaded to come to Starbucks and spending Christmas by drinking Starbucks Christmas Tree Frappuccino.

(Word Count: 909)

CHAPTER FOUR

RHETORICAL FIGURES IN STARBUCKS ADVERTISEMENT

This chapter presents the analysis of rhetorical figures in Starbucks advertisements. The analysis includes the types of rhetorical figures used in the taglines and how they support the persuasive function of Starbucks advertisement. The theories of rhetorical figures taken from McQuarrie and Mick (1996) and Robert Harris (2010) are used to support the analysis of the data.

4.1 Data 1

Take a Sip of Christmas Cheer, Starbucks Holiday Drinks are Here.

The first data is the tagline from Starbucks Christmas Tree Frappuccino. There are several rhetorical figures which can be found here: rhyme, assonance, and consonance, all of which are in the scheme category because they deal with structures rather than the meaning of words (McQuarrie & Mick, 1996, p. 427). In this case, all three rhetorical figures deal with the structure of repetition.

Rhyme is a repetition of similar sounds that occurs on the last syllable of two or more different words to bring rhythm and a pleasing effect so that the text becomes memorable ("Rhyme", n.d.). In this tagline, the rhyme is found in the words *cheer* /tʃiə/ and *here* /hiə/, repeating the sound /iə/. As the consonants in the words are different, the rhyme in these words is considered imperfect. According to *Oxford Online Dictionary* (n.d.), the word *cheer* means “a shout of joy, support or praise” and the word *here* means “in, at or to this position or place” or “now; at this point”. It means that the producer wants to emphasize that people who want to be cheerful and happy at Christmas can find happiness “here” at Starbucks.

The next rhetorical figures found in this data is assonance. Assonance is the repetition of three or more vowels in nearby words (McQuarrie & Mick, 1996, p. 430). The assonance found in this data is the repeated vowel sound /ɪ/ in the words *sip* /sɪp/, which means to drink a small amount at a time; *Christmas* /ˈkrɪs.məs/, which is a Christian holiday; and *drinks* /drɪŋk/, which means “(an amount of) liquid that is taken into the body through the mouth” (Cambridge Online Dictionary). By repeating the vowel sound /ɪ/ in these words, it is clear that the producer wants the readers to focus on those words. It can be drawn that the producer wants to emphasize that people can enjoy the Christmas holiday by taking a sip of the drinks from Starbucks which is this Christmas Tree Frappuccino.

Another rhetorical figure which can be found in this data is consonance. Consonance is a rhetorical figure which refers to the repetition of consonant sounds in nearby words and it can appear anywhere within a sentence or phrase (“Consonance”, n.d.). Consonance found in this data is the repetition of the sound

/k/ in the words *take* /teɪk/, *Christmas* /'krɪsməs/, and *Starbucks* /'stɑː.bʌks/. Besides, there is the repetition of the sound /s/ in word *sip* /sɪp/, *Christmas* /'krɪsməs/, *Starbucks* /'stɑː.bʌks/, and *drinks* /drɪŋks/. By using consonance of the sounds /k and /s/, the producer wants people to focus on the words *take*, *Christmas*, and *Starbucks* so that they may be persuaded to come to Starbucks to spend Christmas there and enjoy Christmas Tree Frappuccino.

In conclusion, the producer uses the three rhetorical figures in this data to make people focus on these words so that they may be persuaded to come to Starbucks to spend Christmas and enjoy Starbucks Christmas Tree Frappuccino.

4.2 Data 2

Rethink the way you reenergize

The second data is the tagline from Starbucks Refreshers beverages. There is only one rhetorical figures found in this second data which is parallelism. It is categorized as scheme and include in repetition.

Rhetorical figure found in this data is parallelism. Parallelism means the repetition of words, phrases, or sentences using similar syntactical patterns (Harris, 2010, p. 10). The rhetorical figure of parallelism found in the word *rethink* and *reenergize*. The grammatical structure which is repeated in this data is *prefix + verb*. The prefix repeated is *re-*, which means “again, back or it indicates repetition” (McCarthy, 2015), it is combined with the verbs “think” and “energize”. As has been mentioned previously, the meaning of the word *think* is significant because it is used to emphasize that this beverage is worthy to be reconsidered as a healthy

energy drink for everyone compared to another product of energy drink. Meanwhile, the word “energize” in this tagline refers to the way people energize themselves by drinking energy drinks and/or coffee.

By saying that people should “rethink” how they “energize” themselves, the producer wants the audience to try or have a different way to feel fresh is by trying Refreshers from Starbucks which contains natural ingredients with natural green coffee flavor (unroasted coffee) for the healthier boost of natural energy from caffeine also with juice concentrate of some fruits and provided with pieces of dried fruits (Starbucks, n.d.) instead of only drinking the usual energy drinks or plain coffee. According to Starbucks Corporation (2012), Cliff Burrows, President Starbucks Americas, states that “the introduction of Starbucks Refreshers beverage platform, featuring green coffee extract, is an innovative extension of the coffee market and is a perfect solution for customer looking for a boost of natural energy and thirst-quenching, delicious refreshment.”

By using consonance and parallelism, Starbucks wants to emphasize that they have a new style of giving people new energy by Starbucks Refreshers which is delicious and healthy. The repetitions of sounds make this tagline memorable for the customers and will think again about how to boost their energy.

4.3 Data 3

The best coffee for the best you

This tagline is the tagline for Starbucks coffee. In this data, one rhetorical figures can be found, which is parallelism. Parallelism which belongs to scheme is the repetition of similar grammatical construction.

In the third data, the parallelism is the repetition of the grammatical construction of superlative adjective + noun in the phrases “the best coffee” and “the best you”. The word "best" is a superlative adjective that means "the most excellent, outstanding, or desirable" (Oxford Online Dictionary, n.d.). As this is a Starbucks advertisement, it is believed that the word "coffee" in the tagline refers to the coffee from Starbucks. By stating “the best coffee” the producer wants to emphasize that the coffee from Starbucks is the most excellent and outstanding. Since Starbucks has taken 40 years experiences in roasting and blending the highest-quality coffee in the world and applied it to the concept of flavored coffee (Starbucks Corporation, 2010). Besides, the producer wants to inform that the person or people who are the customer from Starbucks is the best too by stating “the best you”.

In conclusion, the producer uses parallelism in the tagline in order to emphasize and highlight the high-quality coffee that Starbucks has and it makes the people who buy and enjoy the Starbucks coffee is the best too. In other words, Starbucks wants to create a feeling of superiority for its customers.

4.4 Data 4

Embrace the colors of the season in every swipe

The fourth data is the tagline from Starbucks new Fall Season Card. There is one rhetorical figure found in this tagline which is consonance, the repetition of consonant sounds.

In this data, the consonance is the repetition of the sound /s/ in the words “embrace” /ɪmˈbreɪs/, “season” /ˈsiːz(ə)n/, and “swipe” /swaɪp/ (Cambridge Online Dictionary, n.d.). This shows that Starbucks wants its customers to focus on these words. To "embrace" means to "accept something enthusiastically" (Cambridge Online Dictionary, n.d.), and what should be welcome or accepted in enthusiasm is the "colors of the season"; in this case, the season is the fall season. The word "swipe" in the tagline is also considered as having the /s/ sound despite it being a consonant cluster /sw/. Combining this with the other two words, i.e. "embrace" and "season", I believe Starbucks wants to say that the way to accept the fall season enthusiastically is by using the new Starbucks card that has the theme of the fall season and to get the benefits. According to Starbucks.co.id (2020), there are Starbucks Rewards for those who use this membership card. Some of them are stars & rewards which can be exchanged with 1 handcrafted beverage, and also exclusive access to buy the new seasonal products.

In conclusion, consonance in this tagline is used to highlight or emphasize the benefits of swiping Starbucks Fall Season card so that people may be persuaded to have the card and enjoy the benefits in Starbucks.

4.5 Data 5

You wait, you hope, you look for them

This fifth data comes from the tagline of Starbucks' Peppermint Mocha, Caramel Brulé Latte, and Gingerbread Latte which includes Starbucks holiday beverages. There is one rhetorical figure found in this data which is parallelism. Parallelism is considered a scheme and belongs to the repetition category, which is the repetition of similar grammatical constructions.

In this data, it repeats the grammatical structure that is *pronoun + verb*. The repeated pronoun is "you" while the verbs are "wait", "hope", and "look". The word "you" in the tagline is addressed to the customers directly. It is combined with the words "wait", "hope", "look for". By using parallelism "you wait, you hope, you look for", it shows that the customers are highly-anticipated for these drinks which are based on what Sam Blum (2017) states that "a lot of people are still very excited that Starbucks' slate of holiday drinks are back." Additionally, it also means that these drinks are popular and are not always available (seasonal or special edition). It is according to Starbucks.co.id (2019), Starbucks classic holiday beverages and red cups along with new beverages and the season's favorites, will only available for a limited time to celebrate the holiday cheer and it is crafted by hand for the customers.

4.6 Data 6

Dazzling, Delicious & Oh So Rare

This data is the tagline from Starbucks' Unicorn Frappuccino. There is only one rhetorical figure found in this data which is consonance. It is in the scheme category and includes in repetition.

Consonance is the repetition of consonant sounds and it can occur in nearby words or anywhere in a sentence or phrase ("Consonance", n.d.). The consonance occurs on the repeated consonant sound /d/ in the words "dazzling" /'dæzlɪŋ/, "delicious" /dɪ'lɪʃəs/ and "and" (&) /ænd/. According to Cambridge Dictionary Online (n.d.), the word "dazzling" means "extremely attractive or exciting". The repetition of the consonant sound in these words, it is clear that the producer wants the reader to focus on these words. This word refers to this extremely interesting drinks which is magically delicious. According to Starbucks Corporation (2017), "The more swirl, the more the beverage's color, and flavors transform". In other words, it is extremely attractive as this beverage's color can be changed if we stir it. It is not only attractive for the look from its color-changing, but it is also attractively delicious. According to Starbucks Corporation (2017), Starbucks Unicorn Frappuccino is a magical drink like its name. This Frappuccino will do the color-changing in every stir we give. The first taste start from the sweet and fruity flavor then when we stir it, the flavor changes into tangy and tart. Besides, there is the phrase "oh so rare" in this data which does not contain any of rhetorical figure but it is still important. Based on the meaning and relates to the product, it is used

to describe that this product is “rare” because it is limited edition. It is only being sold for several days.

In conclusion, the producer uses consonance of sound /d/ in the words "dazzling", "delicious" and “and” to highlight the features that Starbucks offers in its Unicorn Frappuccino that it is not only attractive for its magical color-changing but it has also delicious flavors and it is limited so that people may be persuaded to try Starbucks’ Unicorn Frappuccino.

4.7 Data 7

Only Available If You Believe

This data is another tagline of Starbucks’ Unicorn Frappuccino. There are two rhetorical figures found in this data which are assonance and consonance. All of which categorized as scheme and includes in repetition.

Assonance in this data is the repetition of the vowel sound /ɪ/ from the words “available” /ə'veɪləb(ə)l/, “if” /ɪf/, and “believe” /bɪ'li:v/. The use of assonance itself is to grab the reader's attention and add rhyme that is catchy to be remembered for a long time (Education Help, 2016). It is clear that the producer uses assonance to grab the reader's attention to their tagline and make them to remember it easier so that they will try and buy Starbucks' Unicorn Frappuccino. As this beverage is rare because its "limited-time offering is as fleeting as a rainbow" (Starbucks Corporation, 2017), people will be persuaded to buy this Frappuccino.

The next rhetorical figure found in this data is consonance. Consonance is a rhetorical figure which refers to the repetition of consonant sounds in nearby

words and it can appear anywhere within a sentence or phrase (“Consonance”, n.d.). The use of consonance itself is to emphasize the significance of an idea or theme and it is also used to make the tagline appealing for the reader (“Consonance”, n.d.). In this data, the producer uses consonance by repeating the consonant sounds /l/ in the word “only” /'əʊnli/, “available” /ə'veɪləb(ə)l /, and “believe” /br'i: v/. The consonance happens on the same words that also have assonance which means that the producer wants people to focus on these words. These words represent that this product is limited edition. According to Talen Alexander (2016), "a limited edition product run has long been an effective strategy" and "the reason can range from long-term strategy for building a brand to survival strategy to save an ageing brand." Based on it, limited edition is a long term strategy to persuade people to buy the product and it shows that people are more interested in limited edition things.

From the analysis above, it can be concluded that the producer uses assonance and consonance to make people focus on repeated sounds in those words and to persuade potential buyers to buy this limited-drinks.

4.8 Data 8

Enjoy delicious right where you are

The tagline above is the tagline from Starbucks’ Caramel Frappuccino. There are two rhetorical figures found in the data. It is consonance and assonance which are categorized as scheme and include in repetition.

Consonance is a rhetorical figure which refers to the repetition of consonant sounds in nearby words and it can appear anywhere within a sentence or phrase

(“Consonance”, n.d.). The consonance of /r/ sounds occurs in the words “right” /raɪt/, “where” /wer/, “are” /ɑːr/. It is used to draw people’s attention to these words and to convey the message in which people should buy it right away to taste something different with the sweet cold brew whipped cream as what Starbucks Corporation (2018) states “right away, you taste something different with the sweet cold brew whipped cream”.

Assonance is the repetition of three or more vowels in nearby words (McQuarrie & Mick, 1996, p. 430). The assonance found in this data is the repeated vowel sound /ɪ/ in the words “enjoy” /ɪnˈdʒɔɪ/ and “delicious” /dɪˈlɪʃəs/. The producer uses assonance in these words to draw people's attention to the tagline and to highlight the delicious flavors from this Starbucks’ Caramel Frappuccino which comes from the sweet cold brew whipped cream and the blended coffee with the lighter whip with the dark caramel (Starbucks Corporation, 2018).

As conclusion, the producer uses consonance and assonance in this data to draw people's attention to the tagline and to emphasize that people should try this delicious drinks and it will persuade the potential customers to buy Starbucks' Caramel Frappuccino right away after they see the advertisement.

4.9 Data 9

Creamy, Fruity, and Super Dreamy

This data is the tagline from Starbucks' New Coconut Strawberry Bliss Frappuccino. There are three rhetorical figures found in this data which are rhyme, assonance, and parallelism. It is categorized as a scheme and include in repetition.

Rhyme is a repetition of similar sounds that occurs between words or at the end of words to bring rhythm and pleasing effect so that the text becomes memorable ("Rhyme", n.d.). In this data, rhyme /mi/ occurs at the end of the words "creamy" /'kri.mi/ and "dreamy" /'dri.mi/. It is used to bring rhythm and pleasing effect so that it will be memorable to the reader and making them to be persuaded to buy it.

The next rhetorical figure found is assonance. Assonance is the repetition of three or more vowels in nearby words (McQuarrie & Mick, 1996, p. 430). Assonance occurs is the final sound /i/ in the words "creamy" /'kri.mi/, "fruity" /'fru:.ti/, and "dreamy" /'dri.mi/. As assonance is in the repetition operation, it is used to make people remember easily and focus on the repeated words.

Parallelism is the repetition of words, sentences, phrases, or paragraphs using equivalent grammatical constructions (Harris, 2010, p. 10). In this data, there is the repetition of adjective words which are "creamy", "fruity", and "dreamy". The word creamy and fruity refers to the taste of this beverage. It is according to Novi Nadya (2017), Yuti Resani, Marketing Communications of Starbucks Indonesia, state that this drink is design to be more stylish with the summer icon like its strawberry and coconut. It shows that the repetition is used to emphasize the summer icon which is fruity that stands for the strawberry, and creamy for its coconut. Besides, the word dreamy which means "having a magical or pleasantly unreal quality; dreamlike" or "delightful; gorgeous." (Oxford Dictionary, n.d.) refers to its sweet and refreshing combination which makes it delightful to drink.

It can be concluded that the producer uses rhyme, assonance, and parallelism which are the repetition operation so that people will focus on the repeated words and remember the tagline easily. It is also used to highlight the drinks icon from the fruitiness of strawberry and the creaminess of the coconut. By using rhyme, assonance, and parallelism in the tagline, it may persuade the potential customers to buy this drinks.

(word count: 3007)



CHAPTER FIVE

CONCLUSION

In this chapter, I would like to present the conclusion based on the findings and analysis discussed in the previous chapter. This chapter also consists of my personal comments regarding the findings as well as limitations of the study. This chapter ends with some suggestions for future research.

The data used in this study are taken from the taglines of Starbucks advertisements. There are nine taglines in total. The purpose of this analysis is to find the Rhetorical Figures used in Starbucks advertisements using the theories proposed by McQuarrie and Mick (1996) and Robert Harris (2010). In addition, this thesis also aims to examine how the rhetorical figures in the taglines support the persuasive functions in Starbucks advertisements.

From all the nine taglines analyzed, it is found that all of the Starbucks advertisement taglines use the rhetorical operation of scheme, specifically the repetition category; no reversal category is found in the data. On the other hand, there is no use of the rhetorical operation of trope. I believe that this result is due to

the fact that the rhetorical operation of scheme is very catchy compared to the rhetorical operation of trope. In the scheme category, the producer needs only to be creative with the structure of the taglines; the consumers do not have to think hard and/or have a cultural or historical background information in order to get the meaning of the advertisements. Thus, they will be remembered easily by the consumers, which, in turn, may increase the persuasive function of the taglines. I think this is a very smart and effective way to get people who are not familiar with Starbucks to feel curious and interested in trying their products. This can be seen from the fact that the producer uses a lot of repetitions in the taglines.

In the repetition category of the scheme operation, it is found that the most dominant one is the repetition of sound, especially the consonance and assonance. Out of nine data, five taglines have consonance in them; assonance is found in four. I believe that the producer uses these types of repetition of sound in order to make the advertisement catchy. In my opinion, the catchier a tagline is, the easier it is for the consumer to remember and it increases the likelihood of the consumers to buy the product. Therefore, I believe that the use of repetition of sound in the taglines is very effective in persuading people to buy the products advertised.

Aside from the repetition of sound, it seems that Starbucks also uses the repetition of structure, parallelism, in their advertisement. There are four taglines that have a repetition of structure in them. Similar to the effect of the repetition of sound, parallelism will help consumers in remembering a tagline more because people usually remember things that are repeated. Seeing that not only that Starbucks repeats several sounds in their tagline but also the structures. I am of the

opinion that they really want people to remember the products by aiming on the nature of human's brains that memorize repetitive things more easily.

A lack of variations in the use of rhetorical figures in Starbucks taglines is, in my opinion, because the producer aims to reach as many audiences as they can. Repetitions of sounds and structure are easy to understand; not to mention very catchy and memorable. Without background knowledge about any Starbucks products, people will still be able to remember the tagline, which may increase the possibility that they are willing to buy the products.

Based on the analysis, it shows that there is no use of trope in nine taglines being analyzed. The producer makes use of persuasion by using rhetorical figures specifically the rhetorical operation of scheme. Even there is no use of trope in nine taglines of Starbucks but the use of scheme in tagline still effective. By using scheme in which the deviation comes from the structure than the meaning, producer can create interesting and eye-catching tagline in order to achieve particular emphasis and effect so that it will enhance their appeal (Michalik, 2016). Therefore, it makes people remember the taglines. In my opinion, the producer does make a very good use of rhetorical figures in increasing the persuasive functions of the advertisement.

This study has several limitations; one of them being the constraint of time and space. Due to the limitation of time, I am only able to analyze several Starbucks taglines instead of all of them. This prevents me from making a general conclusion that all Starbucks taglines only utilize the repetition and substitution categories in the rhetorical operations. Furthermore, my analysis only focuses on the use of

rhetorical figures while there may still be other elements in the advertisements that also support their persuasive function. The theories that I use are also limited to the ones proposed by Robert Harris (2010) and McQuarrie and Mick (1996), which may mean that there are several things that may escape the analysis.

Based on the limitations of my study, I would like to give some suggestions for future researchers who are interested in doing the analysis of rhetorical figures which is similar to my study. It is suggested that, should time allow, future researchers do not only analyze some taglines from Starbucks advertisements but all of them. It is also highly recommended that the analysis does not stop on the rhetorical figures of the taglines; other elements may also be analyzed in order to really understand which element of the advertisement supports the persuasive function the most. I would like also suggest them to find out another brand of advertisements different from this data and choose the tagline which contains different types of rhetorical figures. I believe that it may be useful to use other theories of rhetorical figures aside from the ones used in this thesis. Lastly, as the advertisements come in the form of posters, it is also suggested to analyze the pictures and other elements in the poster as well in a thorough semiotics analysis.

(word count: 1006)

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